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RADIO ADVERTISING BUREAU, INC. / 116 EAST 55TH STREET, NEW YORK 22, NEW YORK / MURRAY HILL 8-4020

January 11, 1965

Mr. Joseph E. Steinberg
Radio Station W N Y U
University Heights
New York 53, New York

Dear Joe:

Mort Bassett already reps a New York station and therefore cannot accept another in the area.

There is a complete list of station representatives in the front of each issue of SRDS. Your best bet is a call to each one, starting with the smaller reps.

Let me know how you make out with WNEW and/or WOR. If they are interested, I will help you complete the college plan for WNYU.

Cordially,



Harry H. Haslett
Director of Member Development

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